

**REMARKS**

An Office Action was mailed March 3, 2005. Claims 7-10 are pending, of which claim 7 is the sole independent claim.

By the foregoing, the title of the application has been amended, the specification has been amended, and claims 7-10 have been amended. No new matter has been added.

The title of the invention is objected to as being not sufficiently descriptive so as to one having ordinary skilled in the art to understand the nature of the subject matter. A new title has been provided. The Examiner is respectfully requested to withdraw the objections.

Claims 1-6 are now clearly indicated as being cancelled.

Claim 7 is objected to for minor informality. Therein, "person" has been changed to read to entity as suggested by the Examiner. Claim 8 is objected to. In line 2 of claim 8 the claim has been amended to read "said entity who shares the discount amount is a sponsor". With regard to lines 3-4 the claims have been amended to read "displaying on the terminal of the customer before settling the order". The Examiner is respectfully directed to pages 40 and 41 of the specification as filed. Therein, Applicant teaches engaging in a settlement process that occurs after the order has been accepted. As explained below and on page 42 lines 6-9 of the specification Applicant teaches that the thanks screen is displayed after the purchase procedure of the goods has been accomplished.

With regard to claim 9, lines 2-3, the claims has been amended to now recite "a total number of incentive points". With regard to line 4 the limitation of "the incentive point" finds an antecedent basis in claim 7. The term "user" has now been eliminated and "customer" has been substituted. The Examiner is kindly requested to withdraw the objections.

Claims 7-10 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 5,937,391 to Ikeda et al. (Ikeda). The present invention is a method of accepting an order using an incentive point that results in a discount in the purchase money amount. After the purchase procedures is settled "thanks" screen 360, as shown in Fig. 15, is displayed. "Thanks" screen 360 includes the sponsor name and the number of points that the sponsor shares in discount discounting the money amount. Advantageously, this reminds the customer of the sponsors who have contributed to the reduction. This is especially useful when the points were accumulated in several stores but used in only one store.

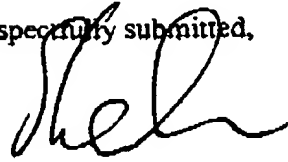
Ikeda does not teach, disclose or suggest the claimed step of "outputting information related to an entity who shares a discount money amount to the terminal of the customer in an on-line manner after the order has been settled". Ikeda teaches only displaying the points prior to purchase. Ikeda fails to teach, disclose or suggest a thank you screen wherein the customer is essentially reminded of where he has obtained the points after the purchase has been completed. The Examiner is respectfully requested to withdraw the rejections.

All dependent claims are allowable for at least the same reasons as the independent claims independent claims from which they depend.

In view of the remarks set forth above, this application is in condition for examination and passage to allowance is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for examination or allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further action.

Any fee due with this paper may be charged to Deposit Account 50-1290.

Respectfully submitted,



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